

THE EVOLUTION OF ONLINE MEAT SHOPPING DURING THE COVID-19 PANDEMIC



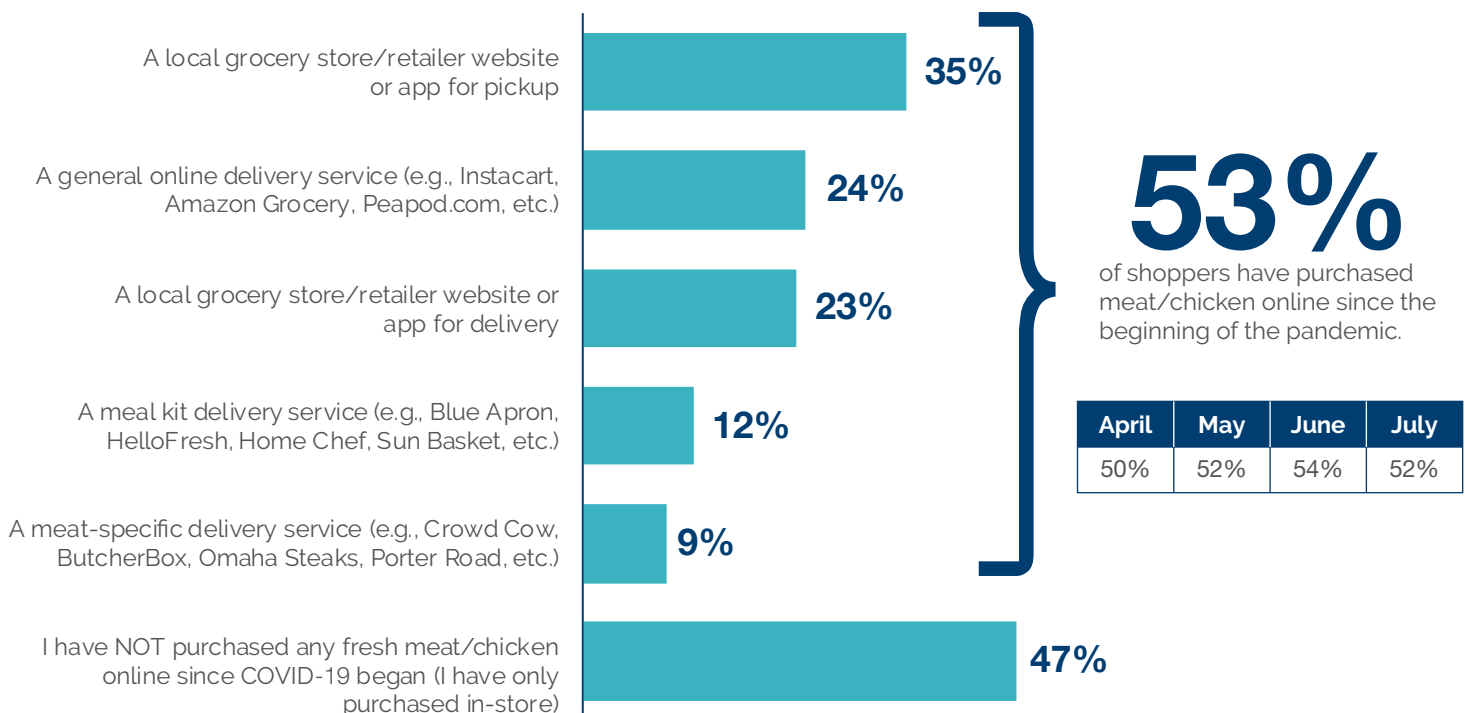
Midan has surveyed meat and poultry consumers monthly since March to study how their meat purchasing and consumption habits have shifted throughout the pandemic. September's study¹ revealed key insights about how online meat shopping has evolved over the past seven months.

THE ONSET OF COVID-19 SPURRED MANY CONSUMERS TO DO THEIR MEAT SHOPPING ONLINE: MORE THAN HALF (53%) OF SHOPPERS HAVE PURCHASED MEAT/CHICKEN ONLINE SINCE THE BEGINNING OF THE PANDEMIC.

This figure has held steady since May, indicating that future growth may have stalled. Of those consumers who have purchased online, 50% are first time buyers.

The leading source for online meat buying is grocery store click and collect.

Online Methods Used to Purchase Meat Since COVID-19



¹Online survey of 1,000 U.S. meat and chicken eaters
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EARLY IN THE PANDEMIC, CONSUMERS WEREN'T ALWAYS SATISFIED WITH CERTAIN TYPES OF ONLINE MEAT SOURCES. BY SEPTEMBER, THE TIDE HAD TURNED.

In June, Net Promoter Scores (NPS®), a gauge of consumer experience, for local retailers' delivery and pickup services for online meat purchases were very low compared to general delivery and meat-specific online services. But by September, grocers' efforts to refine their online shopping platforms apparently paid off; Net Promoter Scores rose dramatically. Grocer click and collect alone increased 31 NPS points from June to September.

Net Promoter Score® (NPS)* for Online Meat Purchasing

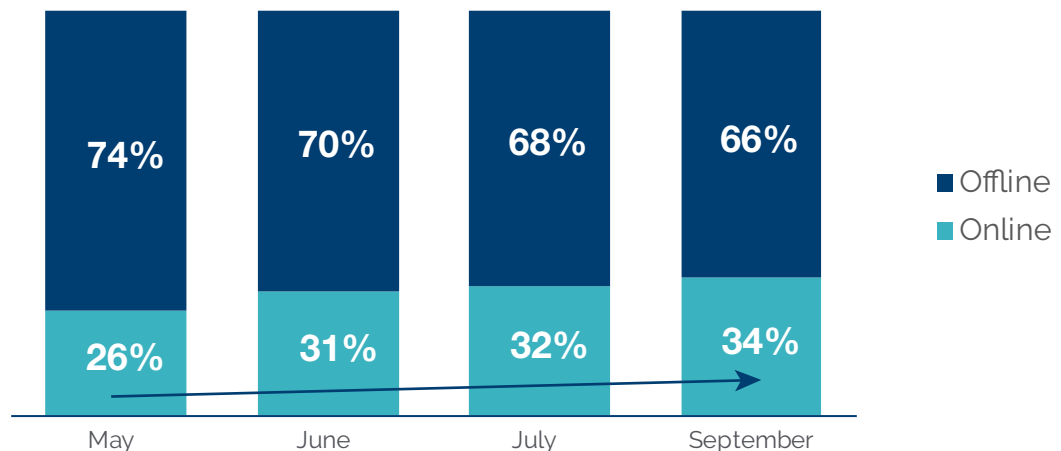
| | June | July | Sept. |
|---|------|------|-------|
| A general online delivery service (e.g., Instacart, Amazon Grocery, Peapod.com, etc.) | 36 | 50 | 56 |
| A meal kit delivery service (e.g., Blue Apron, HelloFresh, Home Chef, Sun Basket, etc.) | 39 | 51 | 50 |
| A meat-specific delivery service (e.g., Crowd Cow, ButcherBox, Omaha Steaks, Porter Road, etc.) | 43 | 51 | 47 |
| A local grocery store/retailer website or app for pickup | 16 | 36 | 47 |
| A local grocery store/retailer website or app for delivery | 25 | 46 | 44 |

*NPS (Net Promoter Score) = % Promoters (rating 9-10) minus % Detractors (rating 0-6). Based on global NPS standards, any score above 0 would be considered "good" (50 and above being excellent while 70 and above is considered "world class").

FUTURE GROWTH IN ONLINE MEAT SHOPPING MAY HAVE PLATEAUED, BUT MORE POSITIVE EXPERIENCES ARE LIKELY CREATING MORE COMMITTED ONLINE MEAT SHOPPERS.

In September, a third of consumers indicated they're going to use an online service as their primary method to purchase protein after the pandemic; this segment has continued to grow. Along with the convenience and "contactless" benefits of local delivery and pickup, consumers cited the quality of the fresh items chosen for them, suggesting that previous barriers surrounding having others select meat products have been diminished.

Primary Meat Purchasing Method After COVID-19



**Online survey of 1,000 U.S. meat and chicken eaters © 2020 Midan Marketing*